



**FACTORS INFLUENCING ONLINE PURCHASE
INTENTION AMONG YOUTH**

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MALACCA CITY CAMPUS**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK “

I, Mohamad Rafiq Bin Mohd Ridza (2016351737)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: Rafiq

Date: 26 December 2019

LETTER OF SUBMISSION

Mr Mohd Halim Bin Mahpoth
Lecturer of UiTM Malacca City Campus
Faculty of Business Management
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110, Off Jalan Hang Tuah,
75300 Malacca.

Dear Sir,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “FACTORS INFLUENCING ONLINE PURCHASE INTENTION AMONG YOUTH” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. I hope this report will achieve this objective of this study.

Thank you.

Yours sincerely,



Mohamad Rafiq Bin Mohd Ridza
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ABSTRACT

This research is conducted to determine the factors influencing online purchase intention among youth. The study was conducted by distributing uncounted sets of questionnaires, which all of it were being distributed conveniently to the youth in Malaysia. All the questionnaires were answered by respondent through Google form. The distribution of link of questionnaires was done from 1st of November until 30th of November 2019. Based on the data finding, it shows that two out of three independent variables which are perceived usefulness and perceived enjoyment have positive relationship towards the dependent variable, online purchase intention. Besides that, the hypothesis that were developed at the beginning stage of research process that is (H1) perceived ease of use has a significant relationship towards online purchase intention among youth, (H2) perceived usefulness has a significant relationship towards online purchase intention among youth and (H3) perceived enjoyment has a significant relationship towards online purchase intention among youth are supported as the result.

Keywords: Perceived Ease of Use, Perceived Usefulness, Perceived Enjoyment, Online Purchase Intention